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The

★ JUL 9 1933 ★

IOWA SEED NEWS

Vol. 3

Published by Iowa Seed Co.
DES MOINES, IOWA.

No. 2

A SERIES of bulletins are being issued this year in place of our regular catalog. We are passing on to you the saving which is made in advertising cost. Our prices are lower but the quality is of the same high standard.

FLOWER SEEDS

The decorative value of flowers around our homes cannot be overestimated. You should plant them liberally.

To avoid mistakes in filling your order we have listed the flower seeds by number. This will simplify ordering because you need to use only the number on your order. Annual varieties of flowers are marked †. Perennials are marked*. Climbers are marked ‡.

ASTERS †

Double California Giant—A new and wonderfully large aster. Exceptionally satisfactory.

505 Finest Mixed. Pkt., 15c; ¼ oz., \$2.00.

Royal—This is a recently developed type of large-flowering asters that will be appreciated by everyone. Petals are broad, curved or shell-shaped, giving an exquisite effect. Pkt., 10c; ¼ oz., 75c.

Improved Crego—Plants robust, about two feet high. Flowers large, double and well formed, of the Comet type, making a fine variety for all purposes. Pkt., 10c; ¼ oz., 75c.

Astermums—Plants grow erect, two to three feet high. Flowers large, double, well-formed, of the Comet class. A little earlier than the Crego.

593 Finest Mixed. Pkt., 10c; ¼ oz., 75c.

600 Heart of France—This is the

deepest and most brilliant red of any of the asters. Pkt., 10c; ¼ oz., 90c.

610 Banner Blue—The nearest to a pure blue in asters. Pkt., 10c; ¼ oz., 90c.

620 Snowdrift—A large, full, double white of sturdy growth. Very free flowering. Pkt., 10c; ¼ oz., \$1.25.

630 Banner Aster Collection — One packet each of Heart of France, Banner Blue and Snowdrift for 25c.

ACROCLINIUM †

A beautiful everlasting. Very delicate flowers. 640 Double Red. 641 Double Mixed. Each of the above: Pkt., 5c; ¼ oz., 30c; oz., 90c.

AGERATUM †

650 Blue Perfection—Flower large. and of deep blue.

651 Albiflorum—Like Blue Perfection, only flowers are white.

Each of the above: Pkt., 10c; ¼ oz., 25c.

ALYSSUM †

660 Sweet—Has little white flowers, useful for small bouquets. Makes pretty edging. Pkt., 5c; ¼ oz., 15c; oz., 40c.

661 Little Gem—Very dwarf and remarkably uniform. Only 3 or 4 inches high. Pkt., 5c; ¼ oz., 20c; oz., 60c.

662 Lilac Queen—A new color in Alyssum. Becomes more pronounced the latter part of summer. Pkt., 10c; ¼ oz., 25c; oz., 75c.

663 Mixed—Mixture of above colors. Pkt., 5c; ¼ oz., 20c; oz., 50c.

AMARANTHUS †

Hardy annuals. Sow early in spring.

670 Purple Mantle—Has large purple leaves, which do not fade in hot weather. The large fronds of reddish-purple flowers almost cover the plants. Pkt., 10c; oz., 40c.

671 Tricolor — Well known as "Joseph's Coat." Pkt., 10c; ¼ oz., 35c; oz., \$1.00.

672 Caudatus (Love Lies Bleeding)—Produces long, drooping chains of brilliant-colored flowers. Pkt., 10c; $\frac{1}{4}$ oz., 20c; oz., 50c.

673 Mixed Varieties—Pkt., 5c; $\frac{1}{4}$ oz., 20c; oz., 40c.

AMBROSIA—PERFUME PLANT †

680 Long spiral stem with abundant buds and blossoms. Very fragrant. Pkt., 10c; $\frac{1}{4}$ oz., 25c.

AMMOBIUM †

690 Alatum Grandiflora—A pretty everlasting white flower. Pkt., 5c; $\frac{1}{4}$ oz., 25c; oz., 75c.

ANTIRRHINUM †

Tall Giant Flowered—This is the newest creation in Giant Antirrhinum and is a marked advance over the older tall types in size and brilliancy of color.

706 Finest Mixed. Pkt., 15c; $\frac{1}{4}$ oz., \$1.25.

Medium Giant Flowered—These are the giant flowered type, but they do not grow so tall. Fine for bedding.

715 Finest Mixed. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

AGUILEGIA *

(Columbine)

Free flowering and deservedly popular hardy plants. Bloom profusely through spring into early summer. Hardy perennial.

720 Long Spurred Hybrids—The spurs on these are very long. Many colors, all showy. Pkt., 25c; $\frac{1}{4}$ oz., \$2.00.

721 Chrysantha—The beautiful, large-flowered, yellow Columbine. Pkt., 10c; $\frac{1}{4}$ oz., \$2.00.

722 Coreulea—The true Rocky Mountain blue Columbine. Pkt., 10c; $\frac{1}{4}$ oz., \$2.50.

723 Double Varieties Mixed—A fine assortment. Pkt., 10c; $\frac{1}{4}$ oz., 50c; oz., \$1.50.

ARCTOTIS GRANDIS †

730 Remarkably handsome annual. Its flowers, borne on long stems, are large and showy, with a yellow zone at base. Back of petals lilac-blue. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 90c.

BALLOON VINE † ‡

740 A pretty, rapid-growing climber. Flowers white, followed by balloon-like seed pods. Pkt., 10c; oz., 30c.

BALSAM †

750 Peerless Mixed—A mixture of best strains. Flowers are double and all colors. Pkt., 10c; oz., 60c.

SCARLET RUNNER BEAN †

760 A valuable climbing bean, having bright scarlet flowers and pods. Very showy as a climber; also valuable

for table use. Pkt., 10c; $\frac{1}{4}$ lb., 20c; lb., 60c.

BRACHYCOME †

770 Also called "Swan River Daisy." Covered during summer with a profusion of flowers. Blue and white. Pkt., 5c; $\frac{1}{4}$ oz., 50c.

BROWALLIA †

780 Grandiflora—Form dense little bushes, covered with abundance of delightful sky-blue flowers. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

BRYANOPSIS † ‡

790 A splendid climber with pretty cherry-like green fruits which change to bright scarlet, striped with white. Pkt., 10c; $\frac{1}{4}$ oz., 50c.

BURNING BUSH †

800 One of the best annual border or hedge plants, so symmetrical in form. Turn vivid red in the fall. Easily grown. Pkt., 5c; $\frac{1}{4}$ oz., 20c; oz., 50c.

BUTTERFLY FLOWER †

810 This large-flowering variety of Schizanthus challenges the rare orchids in beauty. Easily grown. Pkt., 5c; $\frac{1}{4}$ oz., 50c.

CACALIA †

820 Coccinea—Sometimes called Tassel Flower or Flora's Paint Brush. Pkt., 5c; $\frac{1}{4}$ oz., 50c.

CALENDULA †

An annual of the easiest culture.

830 Orange King—Compact double flowers of bright orange color. Very beautiful. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 75c.

831 Fine Mixed—Pkt., 5c; $\frac{1}{4}$ oz., 25c; oz., 50c.

CALLIOPSIS †

Very showy. Two feet high. A wonderfully successful annual.

Pkt., 5c; $\frac{1}{4}$ oz., 15c; oz., 50c.

CAMPANULA

850 Cup and Saucer * — A beautiful variety, presenting form of cup and saucer, hence its name. Mixed colors. Pkt., 10c; $\frac{1}{4}$ oz., 80c.

851 Single Mixed †—A choice mixture of single sorts. Pkt., 5c; $\frac{1}{4}$ oz., 40c.

852 Double Mixed †—Choicest seed from double varieties. Pkt., 10c; $\frac{1}{4}$ oz., \$1.25.

CANARY BIRD FLOWERS † ‡

860 A climber of delicate, fine-cut foliage and curious bright yellow flowers. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 75c.

CANDYTUFT †

Easy to cultivate and blooms profusely. Hardy annual one foot high.



AQUILEGIA

870 Giant Empress—Covered with pure white, fragrant flowers. Fine edging. Pkt., 10c; $\frac{1}{4}$ oz., 20c; oz., 60c.

871 Crimson—Companion to Giant Empress, and will be appreciated because of its unusual color. Pkt., 10c; $\frac{1}{4}$ oz., 20c; oz., 60c.

872 Best Mixed—Mixture of all varieties and colors. Pkt., 5c; $\frac{1}{4}$ oz., 15c; oz., 50c.

CANNA †

880 Fancy Large Flowered — Very large flowering, dwarf varieties 3½ feet tall. Mixture of finest flowering sorts. Pkt., 10c; $\frac{1}{4}$ oz., 40c; oz., \$1.25.

CANTERBURY BELLS *

890 Campanula Medium—A very pretty perennial, popular and well known. Double and single, mixed colors. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 75c.

CARDINAL CLIMBER † ±

920 A hybrid of Cypress Vine and Morning Glory. Bright cardinal flowers. Pkt., 10c; $\frac{1}{4}$ oz., \$1.25.

CARNATION †

Finest of the Dianthus or Pink family. Very fragrant. Flowers double.

904 Finest Mixed. Pkt., 15c; $\frac{1}{4}$ oz., \$1.25.

910 Marguerite—Plants are of vigorous, dwarf, erect growth. Markings

and shading wonderful. Colors mixed. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

CELOSIA †

930 Spicata—A wonderful variety about 2½ feet in height and producing spikes of flowers of a bright rose color, when opening changing to silvery white. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

931 Ostrich Feather—Has beautifully curled plumes of various colors. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

CENTAUREA †

Cyanus Double (Bachelor's Button or Cornflower)—An attractive flower for naturalizing purposes. Reseeds itself readily.

944 Finest Mixed. Pkt., 5c; $\frac{1}{4}$ oz., 20c; oz., 60c.

945 Gymnocarpa (Dusty Miller) — The foliage of this variety is finely cut and silvery. Pkt., 10c; $\frac{1}{4}$ oz., 40c; oz., \$1.20.

946 Americana — The giant of the Centaureas. Flowers are four inches across and bloom a long time. Pkt., 10c; $\frac{1}{4}$ oz., 40c; oz., \$1.20.

Imperialis—Improved Sweet Sultan; long stemmed graceful blossoms, deliciously fragrant.

947D Finest Mixed. Pkt., 10c; $\frac{1}{4}$ oz., 40c; oz., \$1.25.

CHINESE WOOLFLOWER †

Celosia Childsii—Produces numerous fluffy heads, resembling wool. If flowers are dried in a dark place they will retain their rich colors all winter.

953 Scarlet, 954 Crimson, 955 Finest Mixed. Pkt., 10c; $\frac{1}{4}$ oz., 90c.

CLARKIA †

960 A very pretty and desirable hardy annual. Flowers are white, red, purple, etc., borne in profusion during summer. Single and double mixed. Pkt., 5c; $\frac{1}{4}$ oz., 50c.

COBAEA SCANDENS † ±

970 A magnificent climber of rapid growth and beautiful blue flowers. Pkt., 10c; $\frac{1}{4}$ oz., 50c.

COCKSCOMB †

980 Giant Empress—The Empress is the finest and most gorgeous variety. Purple combs and dark brown foliage. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

981 All Varieties Mixed—Pkt., 10c; $\frac{1}{4}$ oz., 65c.

COREOPSIS *

990 Lanceolata—Hardy perennial form of Calliopsis. Bright golden yellow. Blooms all summer. Pkt., 10c; $\frac{1}{4}$ oz., 25c; oz., 75c.

COSMOS †

Early Dawn—Is early, coming into bloom about two months from time of



ESCHSCHOLTZIA (California Poppy)

sowing and continuing until frost.

1003 Finest Mixed. Pkt., 10c; $\frac{1}{4}$ oz., 20c; oz., 60c.

Early Double Crested—A newly early strain of the wonderful Double Crested Cosmos. We recommend them highly.

1013 Finest Mixed. Pkt., 15c; $\frac{1}{4}$ oz., \$2.00.

CYNOGLOSSUM †

(Chinese Forget-Me-Not)

The flowers are of a beautiful shade of blue. It grows on tall, graceful branches from 18 to 20 inches in height. Cut the flowers as they bloom and it will flower continually throughout the summer. It is ideal for bedding as well as for cut flowers. Pkt., 10c; $\frac{1}{4}$ oz., 50c.

CYPRESS VINE † ‡

1030 A beautiful, rapid climber with delicate dark green foliage and an abundance of star-shaped scarlet and white blossoms. Mixed colors. Pkt., 5c; oz., 50c.

DAHLIA †

The Dahlia is well known, but few are aware that if the seed is sown early in the spring they will bloom the first year.

1040 Double Mixed—Pkt., 10c; $\frac{1}{4}$ oz., \$1.50.

DAISY †

1050 Best Double Mixed—Low-growing sorts for massed beds or borders. Known as English Daisies. Pkt., 10c; $\frac{1}{4}$ oz., \$1.00.

1051 African Golden—This showy annual comes from South Africa. Blossoms

are a peculiar, rich, glossy color. Pkt., 10c; $\frac{1}{4}$ oz., 75c.

SHASTA DAISY *

1060 Alaska—The best of the Shasta Daisies. Pkt., 10c; $\frac{1}{4}$ oz., \$1.25.

DELPHINIUM *

(Perennial Larkspur)

The Delphiniums are deservedly among the most popular perennials.

1070 Belladonna—Light blue, hardy and fine. Pkt., 20c; $\frac{1}{4}$ oz., \$2.00.

1071 Bellemosum—Dark blue. Better than old Formosum. Pkt., 25c; $\frac{1}{4}$ oz., \$2.50.

1072 Butterfly—A distinct variety, growing about 18 inches high, with fine, feathery foliage. Large blossoms of intense gentian blue. Pkt., 10c; $\frac{1}{4}$ oz., 80c.

1073 Gold Medal Hybrids—The finest strain with immense spikes of large flowers. Many colors. Pkt., 25c; $\frac{1}{4}$ oz., \$1.20.

DIANTHUS †

Dianthus or Chinese Pinks furnish abundance of gay and pretty flowers until frozen.

1080 Oriental or Japanese Mixed—Markings and colors are rich and brilliant. Striped, blotched and banded. Pkt., 10c; $\frac{1}{4}$ oz., 50c.

1081 Fireball—Very beautiful. Flowers are perfectly double and color a rich velvety blood red. Pkt., 10c; $\frac{1}{4}$ oz., 40c.

1082 Snowball—Fit companion to above. Pkt., 10c; $\frac{1}{4}$ oz., 40c.

1083 Double Diadem Pink—A superb, large double flower. Magnificent in color. Pkt. 10c; $\frac{1}{4}$ oz., 40c.

The Items Advertised in This Issue Can Be Purchased at

THE IOWA SEED COMPANY

DIAL 4-3155

East 4th and Locust

Des Moines, Iowa